

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. – 6. (Canceled)

7. (Original) A base station comprising:

a storage section for storing therein advertisement information;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals in the form of a radio signal; and

a finder device for finding at least one of the plurality of portable communication terminals present within a radio signal arrival range,

and wherein the base station transmits a radio connection request to the portable communication terminal found by said finder device, and when receiving a connection approval from the portable communication terminal, the base station transmits information for selection of advertisement information to the portable communication terminal and transmits the selected advertisement information to the portable communication terminal.

8. (Currently Amended) A base station as set forth in claim 7, wherein said storage section for storing therein said advertisement information ~~stores~~includes means for storing first advertisement information and second advertisement information ~~including a detail, wherein said second advertisement information~~comprises a more detailed version of said first advertisement information with

respect to each advertisement object, ~~transmits~~for transmitting information for selection of the first and second advertisement information to the portable communication terminal, and ~~transmits~~for transmitting the selected advertisement information to said portable communication terminal.

9. (Currently Amended) A base station as set forth in claim 7, further comprising:

a communication section including means for transmitting and receiving data via a network;

a section including means for newly adding or deleting advertisement information with respect to said storage section for storing advertisement information according to instruction information received from a server system via the network; and

a section including means for updating information to select said advertisement information.

10. (Currently Amended) A base station as set forth in claim 7, further comprising a storage section for storing therein a found portable communication terminal as a found portable-communication-terminal history, and wherein, when the base station found the portable communication terminal present within said radio signal arrival range, an identifier corresponding to the portable communication terminal is stored in said storage section for storing the advertisement information together with a found ~~date~~data.

11. – 15. (Canceled)

16. (New) A base station as set forth in claim 9, wherein section for updating information updates advertising information selection screen information.

17. (New) A base station comprising:

a storage section for storing therein advertisement information;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals in the form of a radio signal; and

a finder device for finding at least one of the plurality of portable communication terminals present within a radio signal arrival range,

means for transmitting a radio connection request from the base station to the portable communication terminal found by said finder device;

means for transmitting information for selection of advertisement information from said base station to the portable communication terminal when the base station receives a connection approval from the portable communication terminal; and

means for transmitting the selected advertising information to the portable communication terminal when the base station receives the connection approval from the portable communication terminal.